

A VISIBLE GLOBAL WORKBOOK

# Are you visible to AI?



practical moves to strengthen your  
positioning, discoverability and  
next professional opportunity



# Your expertise now has two audiences

Your professional identity must communicate clearly to both. A human may make the final decision, but an AI system may research the market, interpret professional profiles or help build the shortlist before that decision happens.

## Humans

### WHO THEY ARE

- Recruiters
- Hiring managers
- Clients
- Event organisers
- Colleagues
- Leadership teams

### THEY NEED TO UNDERSTAND

- What you do
- Why it matters
- Whether they can trust you
- What makes your experience relevant

## Machines

### WHO THEY ARE

- AI platforms
- AI assistants
- AI agents
- Search and recommendation systems

### THEY NEED TO RETRIEVE

- Consistent descriptions of your expertise
- Clear professional categories
- Structured, accessible information
- Evidence supporting your claims
- Credible third-party signals
- Current information

**Expertise is what you know.**

**Visibility is whether humans and machines can recognise it.**

The objective is not to become louder. It is to become clearer, more credible and easier to find.



## ESTABLISH YOUR BASELINE

# Before changing anything, diagnose what already exists

Do not begin by rewriting your LinkedIn profile. First, understand how your existing professional identity appears to humans and AI systems. Run these three searches.

### SEARCH 1 · YOUR IDENTITY

Who is [your full name] and what are you known for?

If your name is common, add your company, location or specialist subject.

### SEARCH 2 · YOUR TARGET CATEGORY

Who are the leading professionals or voices in [your target category]?

Do not include your name.

### SEARCH 3 · YOUR NEXT OPPORTUNITY

What experience and evidence would make someone a strong candidate for [your target role or opportunity]?

Compare the answer with the information currently available about you.

### Record what you find

- Where do you appear?
- Which sources are used?
- What does the system understand correctly?
- What is missing?
- What is inaccurate?
- Who appears for your target category instead?
- Which signals make those people easier to find?

! AI-generated answers can be incomplete or wrong. Verify important claims and sources before acting on them.

## Your baseline

Area	Clear	Partial	Missing
What I want to be known for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who my expertise is relevant to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The problem I help solve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence of my expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistency across profiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Third-party validation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recent professional activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



MOVE



# Diagnose

See yourself the way different AI platforms do

Your first task is not to improve your visibility. It is to identify the gap between what you want to be known for, what your existing professional evidence communicates, and what different AI platforms currently retrieve. Run the same searches on at least three of these four platforms.

ChatGPT

Claude

Gemini

Microsoft Copilot

Use the same wording on every platform so results are comparable. Answers may differ because each platform uses different models, sources and retrieval methods. Take screenshots and record the date. This becomes your baseline for future audits.

### IDENTITY QUERY

Who is [your full name] and what are you known for?

### CATEGORY QUERY

Who are the leading professionals or voices in [your target category]?

Do not include your name.

## Record your results

Platform	What does it say I am known for?	Appears for category?	Which sources or profiles?	Main gap
ChatGPT		Yes / No		
Claude		Yes / No		
Gemini		Yes / No		
Copilot		Yes / No		

### Compare the answers: look for

- Information repeated across platforms
- Inaccuracies
- Missing expertise
- Inconsistent descriptions
- Sources cited more than once
- People consistently appearing for your category
- Evidence those people have that you do not

### If you are considering a career move

Repeat the diagnostic using your target role, function or sector. Ask:

What would make someone with my background credible for [target role]?

! AI answers can be incomplete or wrong: verify important claims and sources. Do not paste confidential company information, personal identifiers or sensitive employment data into public AI tools.



MOVE

# 2

## Own a specific category

Vague expertise is difficult to recommend

### VAGUE

*"I am an experienced marketing professional passionate about innovation and AI."*

### SPECIFIC

*"I help B2B teams build practical AI-enabled go-to-market workflows that help them launch products 3x faster."*

The first describes interests. The second communicates an audience, capability and measurable outcome. Specificity helps humans understand when to recommend you. It also gives AI systems clearer language to associate with your work.

### Build your positioning statement

I want to be known for:

---

The people who need to recognise my expertise are:

---

The problem I help them address is:

---

The outcome I help create is:

---

My strongest evidence is:

---

Now draft: I help [specific audience] achieve [specific outcome] through [specific expertise, experience or method].

### Test it

Your statement should answer:

- What do you do? Who is it for?
- Why does it matter?
- What supports the claim?
- What opportunity should it help create?

If it could describe thousands of professionals, it is not specific enough yet.

### Evidence matters

- Use a measurable result only if you can support it with evidence.
- Explain the baseline and measurement where necessary.
- Do not invent a number to sound stronger.
- If it cannot be substantiated, describe the outcome without quantifying it.

### If you are changing careers

Do not position yourself only through your current job title. Identify the transferable capability connecting your past experience to your next role. Your narrative must explain:

- Where you have been
- What you have learned
- Why the move makes sense
- What evidence makes you credible
- What you can contribute next



# Become machine-readable and consistent

Make every relevant platform tell the same story

Machine-readable does not mean writing for robots. It means presenting your expertise in a clear hierarchy humans and systems can understand. LinkedIn is the priority for most professionals, but consistency cannot stop there. Review every platform where your professional identity appears.

- LinkedIn
- YouTube
- Instagram
- Facebook
- TikTok
- Personal website
- CV
- Speaker bios
- Company bio
- Portfolio
- Media bios
- Directories

## Check your content

**Category:** does it state what you want to be known for?

**Audience:** is it clear who your expertise serves?

**Evidence:** outcomes, examples or proof?

**Language:** consistent terms across platforms?

**Freshness:** are role, bio, examples and links current?

## Check the structure

### USE

- One clear page title
- Descriptive headings & subheadings
- Short, focused sections; lists
- Clear labels & descriptive links
- Image alt text
- Author names & publication dates
- "Last updated" dates; FAQ sections

### AVOID

- Key information only inside images
- Vague headings
- Long, unstructured paragraphs
- Different descriptions across platforms
- Outdated bios & broken links

## If you have a website

Use structured data / schema to identify:

Person · Organisation · Article · Event · FAQ · Video · Podcast

Also check that:

- Important pages can be indexed
- AI crawlers are not unintentionally blocked
- Titles & metadata are descriptive
- Name, role & expertise appear as text
- Related pages link clearly
- Each page has a logical heading hierarchy

Schema markup does not create authority by itself. It helps machines interpret the authority signals already present.

## Your priority updates

Platform or asset	Main issue	Required change	Deadline

## A confused AI recommends someone else

Consistency does not mean publishing identical content everywhere. It means maintaining the same professional category, audience, evidence and core language across the platforms relevant to your objectives.



MOVE

# 4

## Build third-party signal

You cannot declare your own authority

Your profile can describe your expertise. Other people and organisations help confirm it. One credible external signal can carry more weight than repeatedly describing yourself as an expert.

### Useful third-party signals

- LinkedIn recommendations
- Client or colleague testimonials
- Podcast appearances
- Speaking engagements
- Guest articles & expert commentary
- Industry panels
- Professional associations
- Awards and credentials
- Published portfolio examples
- Media coverage

### If you are looking for a role

Third-party signal can include:

- Recommendations from managers and colleagues
- Public examples of your work
- Measurable professional outcomes
- Talks, articles or community contributions
- Recognised training and credentials
- Evidence of expertise beyond your CV

The objective is not to collect endorsements. It is to make your professional claims easier to verify.

### Audit your existing evidence

#### THREE SIGNALS I ALREADY HAVE

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

#### THREE SIGNALS I NEED TO BUILD

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

One credible platform I will approach this month:

\_\_\_\_\_



MOVE



# Stay current and delegate

Maintain the assets that matter

Visibility is not a one-time profile rewrite. Your professional evidence changes as your work, goals and market evolve. List your 10 most important professional assets and review the most important ones quarterly.

Asset	Current	Needs update	Missing
LinkedIn profile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional biography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portfolio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best article or post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speaker profile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommendations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Case studies or work examples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interview story bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Give AI the repeatable work

- Audit consistency
- Identify stale information
- Research relevant topics
- Repurpose proven ideas
- Evaluate career opportunities
- Prepare interview materials
- Maintain an action plan
- Identify gaps across your assets

### Keep consequential decisions human

AI should prepare, organise and recommend. You should approve:

- Factual claims & CV changes
- Applications
- Public content
- Messages sent in your name
- Career-direction decisions

Automation should reduce administrative work without removing judgment.



## YOUR SEVEN-DAY ACTION PLAN

# Start with one week

Do not try to rebuild your entire professional presence at once.

### DAY 1 Run your visibility diagnostic

Search your name, category and target opportunity.

### DAY 2 Choose one category

Define the subject, capability or outcome you want humans to associate with you.

### DAY 3 Write your positioning statement

Make the audience, problem, outcome and evidence clear.

### DAY 4 Align LinkedIn and your CV

Remove conflicting language. Strengthen the category you want to own.

### DAY 5 Identify missing third-party evidence

Choose one signal you can build or request.

### DAY 6 Update one high-value asset

Start with the asset most likely to affect your next opportunity.

### DAY 7 Define one AI-supported workflow

Choose one repeatable task to automate or accelerate. Examples:

Monthly visibility audit · Content research · Profile consistency check · Job evaluation · Interview preparation · Weekly action planning

## Your next opportunity

What is the single professional opportunity you want your visibility to create?

What will you change first?

When will you complete it?



CHOOSE THE SUPPORT THAT MATCHES YOUR OBJECTIVE

## Two objectives. Two practical programmes

### Visible Influence Lab

For people who want to

- Clarify their positioning
- Define what they want to be known for
- Build content pillars
- Develop a thought-leadership system
- Use AI for stronger content and consistent execution
- Improve AEO and professional discoverability
- Create speaking, leadership or commercial opportunities

---

**The first pilot is being shaped now**

### Visible Career Engine

For people who want to

- Clarify their next career move
- Define target roles
- Strengthen their professional narrative
- Access an AI-supported job-application process and interview preparation

*Personalised career strategy and job-search execution powered by Career Ops.*

---

**Early access is being validated. The automated product will be released soon**

You may be contacted about the pilot or support option most relevant to your goals.

### FINAL THOUGHT

**You do not have to be the loudest in the room. You have to be the one machines can find and humans remember.**

**Karina Arteaga**

CEO & Founder, Visible Global

[linkedin.com/in/karteaga](https://www.linkedin.com/in/karteaga)

[visibleglobal.io](https://visibleglobal.io)

**visible**

Human-first. AI-ready. Be visible.